



GREENSBORO PARKS AND RECREATION COMMISSION MEETING

Wednesday, January 14, 2015 – 6 pm

Parks and Recreation Headquarters – 1001 Fourth Street

PRESENT MEMBERS: Matthew “Matt” Lojko, Jr. (Chair), Decarlos Kinds (Vice-Chair), Carl Brower, Brian Clarida, Kelly Gaines, Tim Tsujii, Justin Washington, Robert Enochs

ABSENT MEMBERS: Andrew Egbert

STAFF PRESENT: Jenny Caviness, Erica Chadwick, Casey Chesson, Phil Fleischmann, Michelle Gill-Moffat, Luke Guthrie, Darryl Holsey, Melissa Hoose, Anna Hoy, Charles Jackson, Vonda Martin, Nasha McCray, Marcie Metzger, Kim Porter, Wade Walcutt

OTHERS PRESENT: Jen Kimbrough, PhD, Executive Director, Partners for Healthy Youth

The regular meeting of the Greensboro Parks and Recreation Commission was held at Parks and Recreation Headquarters. Matthew Lojko, Jr., Chair, called the meeting to order at 6 pm.

WELCOME

Jenny Caviness, Youth Services and Volunteer Division Manager, welcomed everyone and gave an overview of the history of the Parks and Recreation Headquarters location (Cone Building) and current operations that take place in the building.

ANNOUNCEMENTS

Quorum

Lojko announced that a quorum was present.

CONSENT ITEMS

Approval of Minutes

The minutes of the December 10, 2014 Parks and Recreation Commission meetings were approved as submitted.

RECOGNITIONS

Volunteer Recognition

Anna Hoy, Volunteer Coordinator, and Erica Chadwick, Windsor Community Recreation Center Director, recognized Derrick Chapman and Lindsay Howard for their volunteer efforts at Windsor Community Recreation Center as football coaches. Chapman has volunteered for 25 years and Howard for 22 years.

New Employee

Nasha McCray, Planning and Project Development Division Manager, introduced new employee Vonda Martin, Park Planner.

STAFF REPORTS

Budget Report for 2nd Quarter and Update on Fiscal Year (FY) 2015-16 Budget

Preparations

Wade Walcutt, Interim Director, updated board members on the 2nd quarter 2014-15 budget. Walcutt presented a document illustrating the expenditures and revenue (attached). There is a difference of \$20,000 from this time last year in revenue. This is being reviewed to determine the cause. Personnel expenditures are slightly lower than this time last year. As demonstrated on the document, expenditures are where they need to be. Revenue total is what was anticipated.

Parks and Recreation preparations for 2015-16 were completed in December. Time was scheduled with section managers to meet with the division managers, financial analyst, a representative from the Budget and Evaluation Department, and the interim director to review mock reduction scenarios of 10%. This allows the opportunity to review the departments operations and how to perhaps operate differently, the possible impacts, how to better collaborate internally and externally, and so not to duplicate services with other organizations.

Wade continued stating that there will be a 1% deduction across the city in maintenance and operations for the next year fiscal year. This equates to \$53-54,000.

There will a public input process just as conducted in the past with the City Manager's office.

All Hands on Deck

Caviness presented a powerpoint presentation (attached) informing the Commission that the All Hands on Deck held on Tuesday, January 10 was an event with over 100 youth services providers. This event took place as an imitative from Councilperson Sharon Hightower. The event was held to discuss a vision for youth services, community needs, and for the city staff to learn about issues impacting youth. The event was held Tuesday, January 13. The goals of the event were to bring awareness to services offered, information sharing, networking opportunities, collaborative training needs, and to learn about community issues. Caviness then turned the meeting over to Michelle Gill-Moffat, Youth Development Director and Jen Kimbrough, PhD, Executive Director, Partners for Healthy Youth.

Kimbrough stated media reporting leaves the impression that children are always in trouble with drugs, sex, gangs, which is not case. Youth in the community are doing well and much better than a decade ago. During the event attendees learned the process of juvenile services and how can youth services support each other to help youth through this process. A presentation was given by Charlos Banks, Executive Director for Student Services and Character Development, Guilford County Schools on how schools are doing in terms of attendance, graduations, and character development. This helps to learn what risk factors exist and the general climate of trends taking place and to aid in aligning programs with the needs of the community. This collaboration effort will allow the opportunity to produce good grants by bringing resources together to meet needs.

Gill-Moffat added that there were many organizations that she was unaware of and many who work in silos. Parks and Recreation is in a unique position to be able to pull these groups together and has the opportunity to bring these organizations together. While doing so it is

important that this effort is not seen as a competition amongst each other. There are 75,000 students in Guilford County Schools. No agency can serve and meet all the needs of youth. Networking will also provide the knowledge of how to market better in order to reach youth and give them the awareness of opportunities.

Kimbrough continued that the event had a facilitator for each table and to discuss what each service provider was offering. A series of questions were asked; what collaborations are you involved in; what groups of youth do you serve; what are the biggest priorities for youth; what are the gaps in service, if any; what would your program look like with unlimited resources; what does it mean to serve youth with evidence-based programming (benefits, funding, etc); how do you measure success.

Gill-Moffat reported that the next steps will be to evaluate the focus group questions, send a directory of all those who present, determine training needs, and more. This will be a continual process.

Lojko asked who is taking the lead on this effort.

Caviness responded that Gill-Moffat and Kimbrough are leading the effort.

Kinds inquired who will have access to the directory.

Gill-Moffat said that the directory will be available on Partners for Youth and Parks and Recreation websites within the next week.

National Health and Wellness Month

Casey Chesson, Griffin Community Recreation Center Director, reported that January is Health and Wellness Month. An estimated 7 out of 10 American adults rarely are active during their leisure time and 4 out of 10 are not at all active. The Center for Disease Control recommends 30 minutes of moderate to vigorous activity per day for adults. Doctors and wellness experts recommend taking 3 types of exercises; flexibility, strength and conditioning, and cardiovascular.

Chesson continued stating that Parks and Recreation has fitness rooms available throughout community recreation centers; Griffin, Peeler, Smith, Trotter, and Warnersville centers. In addition to adult memberships, teen memberships are also available at a cost of \$5. Teens at recreation centers are 75% are more likely to engage in the highest category of moderate to vigorous exercise. Every hour spent exercising increases life expectancy by 2 hours.

Another fitness opportunity is the Al Lowe Boxing Club. For someone who weighs 200 lbs., boxing will burn 953 calories when boxing for one hour.

Parks and Recreation also offers martial arts, line dancing and square dancing.

The Organ Wise Guys program and summer day camp feeding program has spent over 53,000 meals with intentions of doing the same this upcoming summer. Parks and Recreation agencies are the second largest public feeder for children in the US behind schools. The department offers nutritious and healthy meals to children while out of school.

The department offers specialized programs. Physical activity will increase self esteem and self concept, especially for individuals with disabilities. Modified strength, chair exercise, Jr. Trackers Wheelchair Basketball and bowling are available to these individuals within the department.

Walking 9 holes at Gillespie Golf Course is equivalent to walking 2.5 miles and also increases your motion and flexibility.

Parks and Recreation sports offered include golf (disc and club), basketball (indoor and outdoor), softball, baseball, kickball, tennis (indoor and outdoor), soccer (indoor and outdoor), volleyball, roller derby, swimming, and football.

Melissa Hoose, Lake Activities Specialist, reported that within the arts section of the department there is offered dance and movement classes. An hour of dance will burn 327 calories. Dancing is the only activity found that can lower your risk for dementia.

Greensboro is rich with many resources such the city lakes. Ninety percent of Americans consider outdoor recreation as the best way to be physically active. The lakes offer stand-up paddle boarding which will burn 600 calories per hour.

The department offers over 90 miles of trails. When people are connected through nature they feel less isolated and have a good sense of the community.

Parks and gardens allow the opportunity to spend time outdoors which decreases stress and improves focus.

Hoose summarized that exercise helps to maintain a healthy weight, build stronger bones, decreases stress and improves mood, improves immune system, reduces risk of disease, and allows for social interaction. Many of Parks and Recreation programs are free or offered at a minimal cost.

Chesson gave recognition to the Parks and Recreation Marketing Committee for their efforts on the Parks and Recreation ad in the O'Henry publication.

NEW BUSINESS

NONE

OLD BUSINESS

NONE

SPEAKERS FROM THE FLOOR

NONE

INTERIM DIRECTOR'S REPORT

Walcutt called to mind the involvement the department had last winter during inclement weather and helping residents who did not have a place to stay. This was new operation for Parks and Recreation offering a warming station at Windsor Community Recreation Center. This is being offered again this year in collaboration with Parks and Recreation, Neighborhood Services, and Police, and Fire Departments. These departments have worked with the Interactive Resource Center (IRC) and other nonprofit organizations to begin putting together criteria. Next month the Commission will be presented details of this effort.

There are 725 youth enrolled in this year's basketball program from ages 5-16.

Greensboro will be hosting the 2015 USA Figure Skating Championship January 16-25.

Lojko inquired about the situation taking place with Bryan Park at Guilford County.

Walcutt replied that staff continues to work with Guilford County to have some involvement and be a part of the development. The County is in the early stages of putting together a master plan for how the park will be utilized to include soccer fields and possibly RV camping. Parks and Recreation would like to partner with the County in developing the property.

COMMISSIONER'S COMMENTS

Clarida applauded Walcutt and his team for their communication efforts in keeping the Commission informed of various occurrences.

Gaines welcomed Martin to the Greensboro Parks and Recreation Department.

Tsujii commended staff on their efforts with the ad in this month's O'Henry publication.

Enochs commended staff on their efforts with the All Hands on Deck event.

Kinds praised staff for being able to take a small idea (youth efforts) and develop it into a sizable product is impressionable.

Lojko welcomed Martin to the department. Lojko stated that he has been involved with Parks and Recreation at this capacity level for 4-5 years and complemented staff on how well and professional presentations are given before the Commission.

Lojko announced that there will be a public meeting held on January 22 from 6-7 pm at the Simkins Pavilion in Barber Park to receive public input on the Barber Park Master Plan.

The next Parks and Recreation Commission meeting will be held at the Simkins Pavilion in Barber Park on February 11 at 4 pm.

With no further business, Lojko adjourned the meeting at 6:07 pm.

Respectfully Submitted,
Marcie Metzger, Executive Assistant
Greensboro Parks and Recreation

2nd Quarter 2014-15

December

	Current Year Month	Prior Year Month	Current Year to date	Prior Year to date	Current YTD % APPR	Revised Appropriation
Revenue	\$140,902	\$160,718	\$1,146,733	\$1,137,800	53%	\$2,173,614
Expenditures						
Personnel	\$576,256	\$597,224	\$4,243,259	\$4,271,191	54%	\$7,827,878
Fringe Benefits	\$193,686	\$214,461	\$1,739,720	\$1,897,657	56%	\$3,106,614
Total personnel	\$769,942	\$811,685	\$5,982,979	\$6,168,848	55%	\$10,934,492
Maintenance & Operations	\$432,570	\$348,884	\$2,628,362	\$2,940,559	47%	\$5,570,891
Total Expense	\$1,202,512	\$1,160,569	\$8,611,341	\$9,109,407	52%	\$16,505,383
Net Cost of Operations	\$1,061,610	\$999,851	\$7,464,608	\$7,971,607	52%	\$14,371,772

All Hands on Deck

YOUTH LEADERS: COMING TOGETHER TO
STRENGTHEN OUR COMMUNITY.



Why a Youth Providers Event?

- Vision for Youth Services
- Sharon Hightower's Youth Community Providers forums
- Community Needs
- City's need to learn and listen

Goals for Event

- Bring awareness to services currently offered
- Share information on services and programs offered
- Create a networking opportunity for agencies with similar missions
- Establish a collaborative training series based on needs
- Listen and learn about community issues


What data was shared?

- Jen Kimbrough, PhD, Executive Director , Partners for Healthy Youth
 - Update on Adolescent Health
- Carmen Graves, Chief Juvenile Court Counselor
 - Current Juvenile Crime Data
- Charlos Banks, Executive Director for Student Services and Character Development, Guilford County Schools
 - State of our Schools



Why is data sharing important?

- Learn about what's effecting Guilford county's youth
- Awareness of risk factors
- Alignment of programs with community needs
- Information for grants



Why is networking important ?

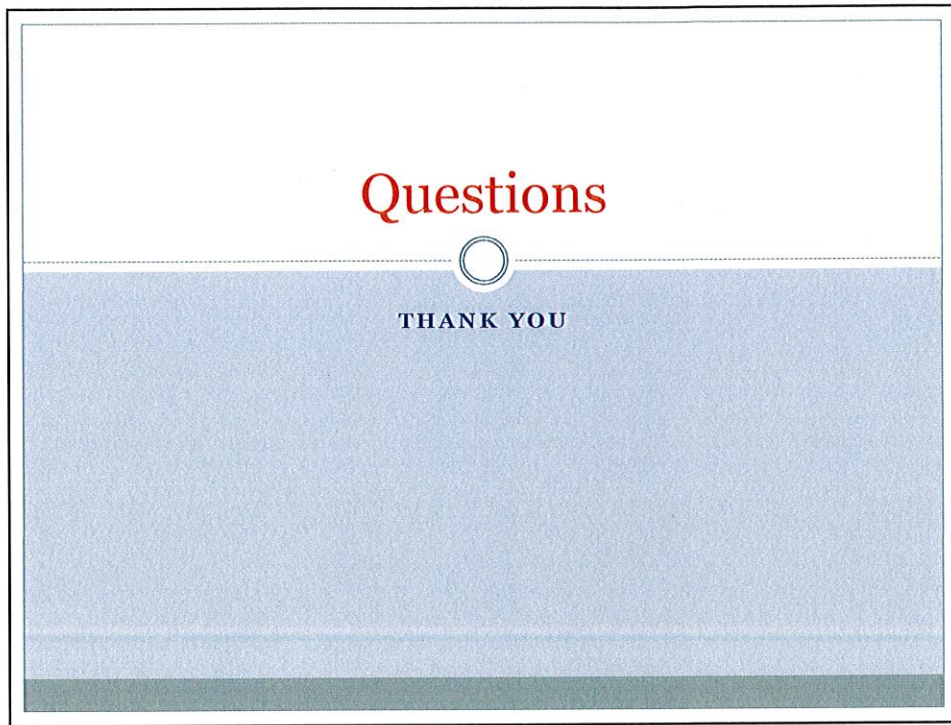
- Silos of service providers
- Potential partnerships and collaborations
- Knowledge sharing
- Resource sharing
- More services referrals for youth
- Wrap around services

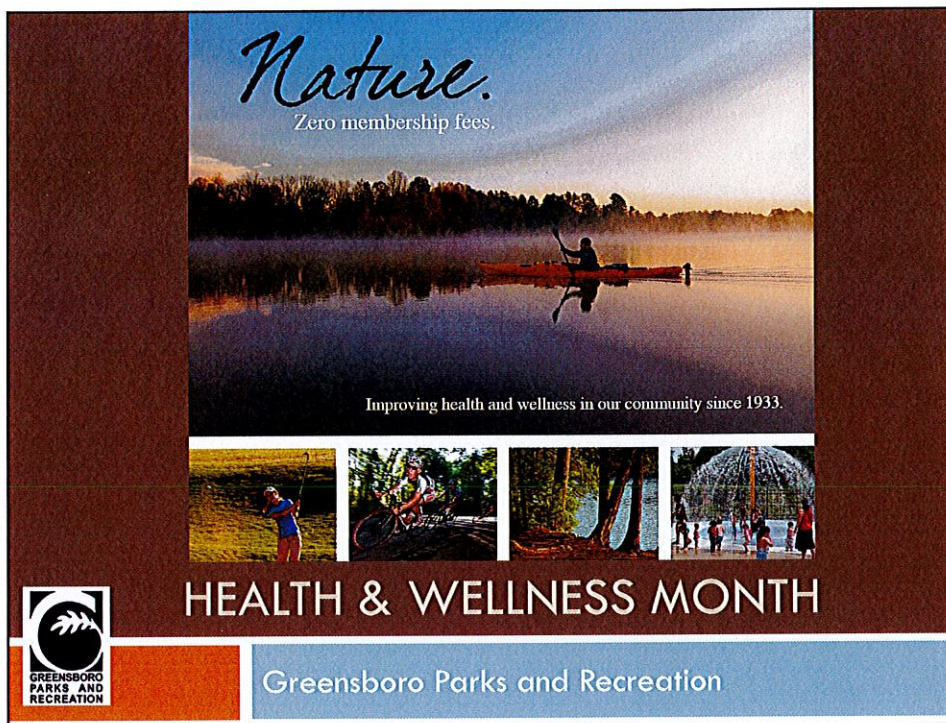
What questions were asked?

- What sorts of collaborations are your currently involved in for youth programs?
- What groups of youth do you serve? Who is your target audience?
- What do you think are the biggest priorities for youth in our community?
- If there are gaps in services, what are they?
- If you had unlimited resources, what would your program look like?
- What does it mean to serve youth with evidence-based programming (benefits, funding, other)?
- How do you measure success?

Where are we going?

- Next Steps
 - Revisit our goals
 - More networking opportunities
 - Continued education for awareness
 - Access to more trainings
 - Cross promotions/marketing of programs
 - Analysis of Data from the event
 - Responding to what was learned – the unknown





Research has proven...

- "Green [outdoor] exercise produces greater increases in our energy, happiness, self-esteem, and concentration; and larger decreases in our levels of tension, confusion, anger depression, blood pressure, stress, and perceived exertion." (Times-Union Jacksonville Jan. 5, 2015)
- Doctors and Wellness Experts recommend three types of exercises. Parks and Recreation covers all three.
 - ▣ Flexibility (yoga, martial arts, golf, swimming)
 - ▣ Strength & conditioning (fitness rooms, paddle boarding)
 - ▣ Cardiovascular (basketball, cycling, dance, walking, Zumba)
- We have activities even for those that don't do traditional exercise

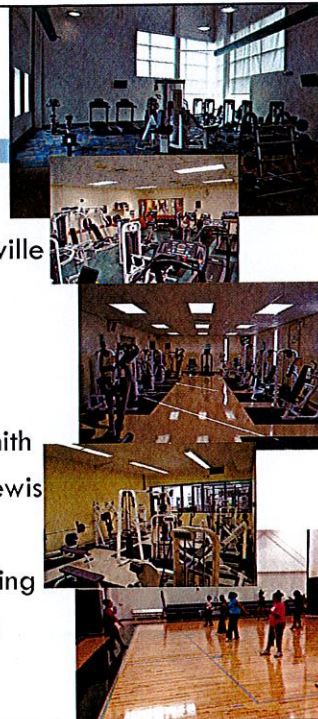
Community Centers

□ Fitness Rooms

- ▣ Griffin, Peeler, Smith, Trotter, Warnersville
- ▣ Boxing Club: Lindley

□ Fitness Classes

- ▣ AHOY
- ▣ Zumba: Glenwood, Griffin, Lindley, Smith
- ▣ Women's fitness: Glenwood, Griffin, Lewis
- ▣ 30-45 minute classes: Griffin, Smith
- ▣ Small Group Training & Personal Training
- ▣ Pilates/Yoga: Griffin, Smith (chair too)



Community Centers

□ Non-traditional Exercise

- ▣ Martial Arts: Brown, Griffin, Leonard, Lewis, Lindley, Smith
- ▣ Line Dancing: Glenwood, Griffin, Leonard, Lindley, Smith
- ▣ Square Dancing: Glenwood, Lewis, Lindley
- ▣ Organ Wise Guys



Specialized Programs

- Seniors
 - ▣ Better Balance
 - ▣ Water Aerobics/ Indoor Heated Pool
 - ▣ Hiking Trips
- Accessible Recreation
 - ▣ Modified Strength
 - ▣ Chair Exercise
 - ▣ Jr. Trackers Wheelchair Basketball
 - ▣ Bowling



Sports

- Golf – disc and club
- Basketball – indoor & outdoor
- Softball/Baseball
- Kickball
- Tennis – indoor & outdoor
- Soccer – indoor & outdoor
- Volleyball
- Roller Derby
- Swimming
- Football



Arts

- Teacher in Residence Program
 - ▣ Ballet, African, Irish, Scottish, Salsa, Belly Dance Classes
 - ▣ Nia (free flowing fitness class)
 - ▣ Positive Pact Group Fitness
 - ▣ Tai Chi
 - ▣ Yoga



Lakes

- Group paddles & instruction
- Nature hikes
- Adventure trips
- Sailing, kayaking, boating, stand-up paddle boarding
- Fishing



Trails

- ❑ Paved and natural surface trails
- ❑ Walking, running, hiking
- ❑ Cycling, mountain biking
- ❑ Orienteering
- ❑ Races (5ks, triathlons, adventure races)
- ❑ Volunteer trail work – cleaning, clearing and making new trails



Parks and Gardens

- ❑ Gardens
 - ❑ Passive recreation
 - ❑ Walking
 - ❑ Gardening
 - ❑ Fresh produce
 - ❑ Big Sweep - park clean up
- ❑ Parks & Playgrounds
 - ❑ Free play
 - ❑ Bark Park



Benefits

- ❑ Maintain normal weight (watch out BMI)
- ❑ Keeps muscles & bones strong (more energy!)
- ❑ Reduces stress & improves mood (get happy)
- ❑ Improves immune system (we all need this now)
- ❑ Increase oxygen increase blood flow to brain (makes you smarter!)
- ❑ Reduces risk of some diseases
- ❑ Social engagement
- ❑ Program fees range from free to less than comparable private programs

6,000 Enjoyable Acres

1,000s of Programs for All Ages

600 Parks, Gardens and Facilities

98 Tennis Courts

90 Miles of Trails and Greenways

11 Community Recreation Centers

4 Outdoor Swimming Pools


3 Lakes - Higgins, Brandt & Townsend

3 Golf Courses

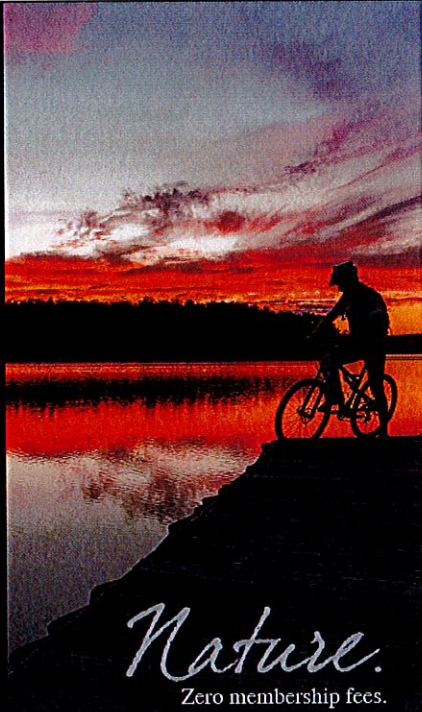
1 Boxing Club

Endless Benefits

Improving health
and wellness
in our community
since 1933.



www.gcparksandrec.org



Nature.

Zero membership fees.

Parks and
Recreation
provides
people the
opportunity to
live longer,
stronger,
happier, and
healthier.